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ABSTRACT

This manual contains information that vocational education teachers and directors can use to promote their individual programs and also the merits of vocational education. Information is organized into five specific areas: (1) internal network--the school; (2) external network--community support systems; (3) advisory board committees; (4) fairs, booths, and exhibits; and (5) media coverage, i.e., radio, newspaper, and television. The guide provides general information on why and how to use each of these areas to promote vocational education and individual programs, along with specific suggestions for putting promotion into practice. A list of references and resources completes the guide. (KC)

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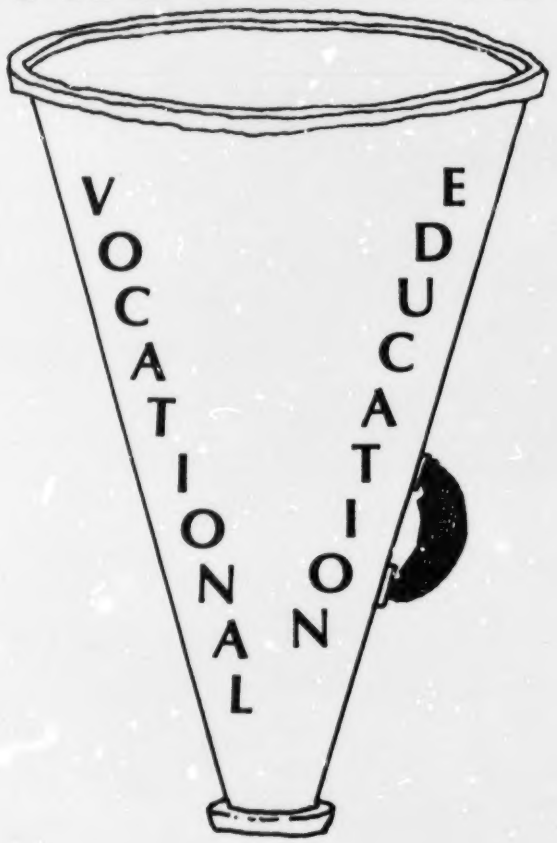

AND

YOUR INDIVIDUAL PROGRAM

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PROMOTING VOCATIONAL EDUCATION AND YOUR INDIVIDUAL PROGRAM

By

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Project Coordinator
1983

Conducted at

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201 Vo-Tech Drive
Hot Springs, Arkansas 71913

In Cooperation With

Vocational And Technical Education Division
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PREFACE

Promoting vocational education can be planned as a comprehensive school effort, a team effort of appointed administration and faculty members working together during the year, or as an individual undertaking.

Although teaching is the primary responsibility of YOU, the instructor, it is now also necessary for you to promote your own specialized course offering. All educational facilities in the State of Arkansas are now experiencing financial situations that are forcing cutbacks and accountability towards programs that are no longer productive and cost effective. All educational facilities in our State are also presently competing for funds and potential students.

We as vocational and occupational educators, possibly for the first time, have a competitive edge over other educational institutions as we have an outstanding untapped resource. That being, each instructor actively promoting their own program, in conjunction with the merits of vocational education.

If we become more flexible with our time and innovative in our approaches in promoting vocational education, we can inform members of our community of the abundance of opportunities offered in vocational education. We also can be assured that our classrooms will be filled with a maximum student population that will provide skilled workers for the future, and provide an accountability to taxpayers that our training programs and our vocational schools are benefiting the community.

This manual has been designed with essential information in order for you to promote your individual program and, also, the merits of vocational education.

If we are to have favorable results in promoting vocational education and our individual programs, we need to address these five specific areas:

***Internal Network - You and Your School**
***External Network - Community Support Systems**
***Advisory Board Committees**
***Fairs - Booths - Exhibits**
***Media Coverage - Radio, Newspaper, and Television**

Focusing your efforts in these areas will strengthen your program and stimulate community interest in a positive public image of vocational education. However, the ultimate responsibility is YOURS.

Internal Network

You & Your School

The overall goal of promoting your program is to recruit students and, at the same time, promote to your community a positive public image of vocational education.

The schedule of promoting your specific course with activities will naturally correlate with school activities during the year. During the fall, public relations activities may include open houses, news releases on record enrollments for the new term, officer elections, and activities of vocational organizations. Spring activities will focus more on recruitment of new students, competition and exhibitions by vocational students, contest winners, vocational education week, and graduation.

Only YOU know what you are capable of doing during the school year when alloting necessary time for promotional activities for your program. However, planning is the key to success when considering what activities you will utilize to promote your program. Start by deciding what promotional activities you will accomplish during the school year. A yearly calendar is advisable when projecting activities, dates, and times. Promotional or public awareness activities must be planned, organized, and implemented in order to be effective and beneficial to your program.

Since budgeting is different in almost every educational institution, prepare an itemized list of costs you will assume when involved in promoting your program for the year. This should include monies for paper, costs for new printed materials, poster board, refreshments, give-aways (such as pencils, pens, rulers, matches, key chains, etc.), radio and newspaper advertising, cost of materials for exhibits at fairs, career days, and AVA Week, cost of new slides for your program to be used in presentations, film for camera, film strips, transparencies and equipment such as a slide projector, film projector, sound projector, and overhead projector.

Submit this cost request to your supervisor for approval. Upon approval from your supervisor, request necessary purchase orders from the Director, Finance Director, or appropriate personnel from the business department. If the cost of promotional activities exceeds your projected budget, you may have to revise your budget or modify your activities. Therefore, it is suggested that a coalition of faculty members organized within the school meet once a month to set up policies, procedures, and identify specific areas in relation to public awareness activities.

Whether you are in secondary or post-secondary vocational education, begin by visiting each classroom, introducing yourself to the class, and explaining your specific course. The students you are addressing may not enroll in your course, but their sister, friend, brother, son, mother-in-law, father, girlfriend, or husband just might.

We as educators assume that all faculty and students know about our school on a comprehensive basis. Without adequate information on all course offerings, neither faculty nor students can assist in recruitment purposes.

Plan for an in-service session for all administration, faculty, and staff that will be held in your classroom or shop. Explain your course, techniques, and curriculum, and provide a hands-on learning experience with training equipment. Also, plan an in-service session during specified breaks or lunch times during each quarter for new students enrolled at your school. This is also an excellent way to practice on formal presentations that you may make in the community regarding your program.

Place posters throughout the school, concentrating on information regarding your course and job placement statistics; and select a student of the week or month from your class to emphasize outstanding grades, contest winners, and permanent job placement of a graduating student.

Have a picture taken of yourself (35mm black and white glossy), and prepare a biographical background sheet that can be used for newspaper coverage. Also, take pictures of you and two or three of your students in a shop or class activity for newspaper coverage.

Encourage your students to become active in student council, VICA, and other club organizations.

Provide a tour of your educational facilities at least once a month featuring student demonstrations for interested target groups within the community.

Prepare or design an educational exhibit that will be utilized during career days, local fairs, and American Vocational Education Week. This exhibit, when not being used for promotional activities in the community, should be located in your classroom for recruitment purposes, especially when interviewing potential students.

If you are located in a post-secondary vocational school, concentrate on your local and area high schools for recruitment purposes.

*Allocate time to visit high school counselors on a personal basis and explain your specific program. Be sure to provide school counselors with school brochures and a fact sheet on your specific course.

*Place an educational exhibit at each high school at least once during the school year while giving a demonstration and providing information to students on your specific course offering.

*Place both an article and ad in all local high school newspapers regarding your specific course.

*When advertising and publicizing on the radio, concentrate on radio stations with a young listening audience at least once each quarter for enrollment purposes.

*Request from the high school principal or school counselor a list of names and addresses of graduating students who may be interested in vocational training and use this list to actively recruit.

IF YOU BECOME ACTIVE IN PROMOTING YOUR PROGRAM, KNOW THE VALUE AND SCOPE OF YOUR SPECIALIZED COURSE OFFERING AND PLAN FOR SUCCESS; YOUR EFFORTS WILL BE REWARDED BY HIGHER ENROLLMENT AND A MORE INFORMED AND SUPPORTIVE COMMUNITY.

External Network

Community Support Systems

There are many support systems in the community that can assist your school and your specific course with promotional literature, such as school brochures, full-time day schedules, night class schedules, information on G.E.D. programs, special workshops to be held at your school, and fact sheets regarding your program.

Major grocery stores
Small grocery stores
Banks
Saving and Loan Institutions
Chamber of Commerce
Shopping Centers
Hotels
Motels
Senior Citizen Centers
Office on Aging
Family Planning
Libraries
Hospitals
Fire Department
Police Department
Social Service Agencies
Y.M.C.A.
Y.W.C.A.
Court House
City Hall
Social Security Administration
Fine Arts Center
Businesses or Industries that are laying off employees
United Blood Bank
Civic Clubs
Professional Men's Groups
Professional Women's Groups
Minority Service Organizations
Democratic Headquarters
Republican Headquarters
Laundromats
Community Service Organizations
Elementary Schools
Junior High Schools
Secondary High Schools
Junior Colleges
Colleges
Universities
Real Estate Agencies
Local Tourist Attractions
Employment Security Division
Pharmacies
Restaurants
Advisory Board Members
Shops - Businesses - Industries

Making personal contacts with members of your community is an excellent method of informing the community of the merits of vocational education, your school, and your program. The more positive information that can be channeled to the community - the more informed the community will be of the services provided by vocational education.

A Advisory B of Board C's Committees

There is an old Chinese proverb: "Tell me, I'll forget;
Show me, I may remember;
But involve me, and I'll understand."

Advisory Board Members should be utilized as one of the most important aspects of your recruitment program, as they can provide a multitude of services to you, your students, your school, and at the same time build advocates for vocational education.

The total number of Advisory Board members selected for your specific program should be in relation to the number of students attending your course. Ideally, if you have fifteen students, each student should be matched with an Advisory Board member. If you have a large number of students, a certain ratio of one Advisory Board member to two or three students would be acceptable.

WORKING WITH YOUR ADVISORY BOARD MEMBERS - SO THEY CAN WORK FOR YOU

A) Ask Advisory Board Members to guest lecture in their area of expertise.

B) Ask Advisory Board Members to assist in tutoring a student that may need special help in their specialized area.

C) Ask Advisory Board Members if you can visit their shops, businesses, or industries as a field trip assignment.

D) When selecting Advisory Board Members, take into consideration that role models for students are an important aspect for handicapped students, students attending non-traditional roles, minority students, and mature citizens.

E) Encourage Advisory Board Members, collectively or individually, to provide a scholarship or scholarships specifically to students in your course.

F) Ask Advisory Board Members to assist in donations or fund raising activities for needed equipment.

G) Ask Advisory Board Members to provide social, professional, and political contacts in the community for speaking engagements in order for you to promote your course.

H) Select a successful graduate to your Advisory Board as an example of the positive aspects of vocational training.

I) Call your Advisory Board Members at least once a month; if possible have lunch at your school with two or three members of your Advisory Board at a time in order to maintain a professional cohesiveness.

J) Distribute an ample supply of current brochures from your school to your Advisory Board

Members' places of business.

K) Ask Advisory Board Members for their help in promoting, publicizing, and advertising your program.

L) Place poster boards, flyers with information regarding your program, and an exhibit (class project) at Advisory Board Members' places of business.

M) Ask Advisory Board Members for suggestions in recruiting new members for your Advisory Board, as they may be aware of interested and skilled members of the community that could enhance your program.

N) Early in the school year, place your students at a day-on-the-job with individual Advisory Board Members at their places of business.

O) Ask your Advisory Board Members to sponsor a seminar at your school in the area of their specialization for your students and interested skilled employees from the community.

P) Ask that one or more Advisory Board Members participate in radio announcements endorsing vocational education and, in specific, your program during Vocational Education Week and during quarterly registration for recruitment.

Q) Inquire if Advisory Board Members have current or updated material that they could share with you and your students.

R) When funds are not available from your school, request that Advisory Board Members fund current training seminars that you would like to attend in order to keep you abreast of new techniques, equipment, and new technological information that would assist you in teaching your program.

S) Request that each Advisory Board Member substitute teach for you one half day or one full day as this will give each Advisory Board Member insight into your program and the scope of your teaching responsibilities.

T) Actively involve your Advisory Board Members in assisting you in securing permanent job positions for your students upon graduation from your program.

U) When selecting Advisory Board Members, be sure to consider the possibility of asking a local school counselor from elementary, junior high, secondary, and post-secondary educational facilities to serve. School Board members, parents, school teachers, active members of the community, and media representatives should also be contacted as potential members to serve on your Board.

V) Ask Advisory Board Members to assist you with new angles or the possibility of new stories that could be newsworthy.

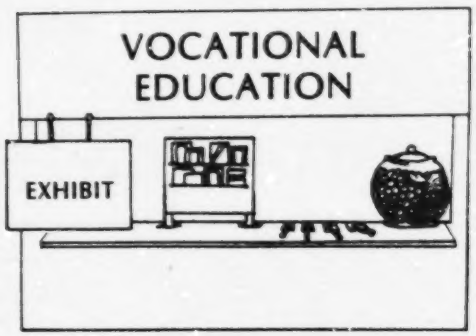
W) Compile a fact sheet of biographical information on each of your Advisory Board Members. This will enable you to know more about each of your Members professionally and how they may best assist you and your program.

X) Distribute a fact sheet of biographical information on you and your professional background to each of your Advisory Board Members. The more relevant facts that the Advisory Board Members know about you, the more positive things they can say about your program.

Y) A personal thank you letter should be sent to each Advisory Board Member at least once a year, along with a follow-up telephone call expressing your gratitude for their services.

Z) A certificate of appreciation should be sent to each Advisory Board Member from your school annually (suitable for framing) signed by the Director of your school, or given by the Director at yearly graduation services.

Fairs Booths Exhibits



Participation in local, regional, and state public awareness activities is an excellent way to promote vocational education. Whether you are representing your school in career days, local fairs, or statewide associations, it is important that your booth and display be attractive, neat, and relevant to vocational education.

At your school's appointed booth, it is important that a sign or banner signifying the name of your school be visible. Also a cloth covering for the table stating the school's name is advisable. After an initial investment of these purchases, they can be used repeatedly without additional expenditure. If funds are not available for a table covering, a paper table cloth is sufficient. Depending upon what theme you are conveying at the booth (ex: Vocational Education In Your Community; New Technological Changes; Information and Materials on Vocational Education), a checklist of necessary items should be prepared before setting up your booth: scotch tape, scissors, tack pins, a track rack for brochures and information sheets, brochures and useful informational materials, slide projector (check for an additional light bulb), extension cords, film projector, sound projector, overhead projector, give-aways such as pencils, pens, rulers, key chains, ashtrays, bumper stickers, and selected equipment needed for the educational exhibit relevant to your school or course.

Food is a definite attraction for persons to visit your booth. Trays of cookies, a large decorated sheet cake, or a variety of hard candies placed in a large glass jar are all favorable. If your school has a food service department or appropriations budgeted for refreshments, a large decorated cake with your school's name and logo is attractive. Depending upon the amount of persons you expect to attend, one large cake can be made to serve 100 or more persons. If furnishing a cake, supply plastic forks, napkins, small paper plates, and request a large receptacle for trash be placed at the side of your booth.

A give-away of one or more tuition free spring or fall night class course offerings at local fairs or career days is an excellent promotional activity. Small individual slips of paper with name, address, telephone number, and course interest, along with sharpened pencils, a sign or poster promoting this give-away, and a decorated box to place slips of paper should be located at your booth. These contest slips are excellent recruitment tools as it indicates on each of the individual slips the course interest of the potential winner. Instructors of selected courses can then refer to these slips by making follow-up calls or by sending letters along with applicable course materials.

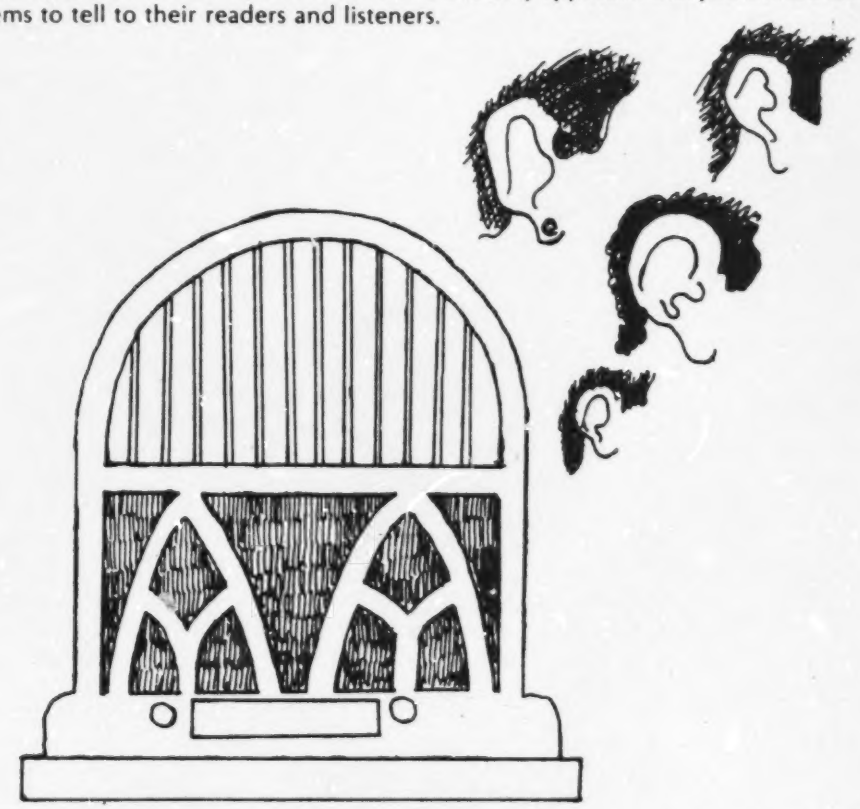
Educational exhibits should be informative and, if possible, provide a hands-on experience for interested persons visiting the booth.

The key to booths, displays, and exhibits is to provide information to potential students, interested citizens of the community, and the general public. It is important that you as a representative of your school project a positive image. This can best be accomplished by supplying pertinent data and statistics to support and reinforce your enthusiasm of the merits of vocational education and your specialized area of vocational training.

Media Coverage

Radio - Newspaper - Television

To understand public relations, you must understand that you are just as important to the media as they are to you. They cannot exist without useful news about what is going on in the community. How are they to know what is going on if you do not tell them? This is the one and only approach that you should take whenever you offer items to tell to their readers and listeners.



Broadcast media for educators is an effective way to deliver information and ideas. Understanding the basics for putting together a radio commercial is not difficult or complicated if simple guidelines and procedures are followed.

Radio stations broadcast free public service announcements; all you need to do is submit a typed script that follows the station guidelines on duration and the number of words.

Commercials generally come in two sizes: 30 seconds and 60 seconds. Be your own copywriter and try to express a commercial idea in 30 seconds (about 90 words). Try to do it in 60 seconds (about 180 words). Radio commercials must make an immediate impact and cannot be used for long, detailed explanations. Copy should be typed, double-spaced, and sentences should be clear, direct, and easy to read.

Public Service Announcements (PSA) can be used to promote special events you plan for your program or the school. Activities such as quarterly registration, invitations to tour the school and your class, competition and exhibitions by vocational students, and on-the-job training are areas of focus for radio promotion.

Sample Radio Spot - PUBLIC SERVICE ANNOUNCEMENT

Your Name, Title, School's Name and Address, and Telephone Number

30 Seconds

Instructions: Request most frequent airings possible over the radio station -
Ex: from Monday, January 18, through Sunday, January 24th.

A NEW YEAR MEANS NEW BEGINNINGS...HERE'S YOUR CHANCE TO LEARN THE NEW SKILLS THAT WILL KEEP BOTH YOU AND ARKANSAS WORKING AT _____ (name of school) VOCATIONAL TECHNICAL SCHOOL..._____ (name of school) VOCATIONAL TECHNICAL SCHOOL IS BEGINNING A NEW QUARTER FOR DAYTIME CLASSES ON JANUARY 24TH...AUTOMOTIVE BODY REPAIR IS A HIGHLY TECHNICAL AND SPECIALIZED FIELD AND SKILLED AUTO BODY REPAIRERS ARE GREATLY SOUGHT AFTER IN OUR COMMUNITY...FINANCIAL AID IS AVAILABLE...SO ENROLL NOW!!! CALL _____ (telephone number of school) FOR FURTHER INFORMATION OR VISIT THE SCHOOL AT _____ (address of school).

Newspaper

Newspaper editors and writers, both local and metropolitan, realize the importance of vocational education to the economy and to their readers. Only you can develop newsworthy community, human relations, and special events stories. The media can only report on items of interest that you actually do. This can only be accomplished by keeping them informed.

No matter what the size of your local newspaper, there is always room for vocational interest stories. Establish yourself as a resource for information about your program with the appropriate editor or reporter. To ensure coverage of your event, either call or write the editor detailing your story or forward a news release.

A news release should be brief and to the point. Include - who, what, where, when, and why - as early as possible in your release. Date all releases, especially if your press releases carry a specific deadline, such as AVA Week, open house, or graduation. Recheck your information for accuracy. Type your releases, double-space the copy, and use only one side of the paper. Be sure that each release has only one objective. Do not try to cover several news stories in one press release, and proofread every release before it is sent to the newspaper.

SAMPLE NEWS RELEASE

Subject: Photography Workshop

From: _____ (name of school) Vocational Technical School Contact: _____ (name)

Telephone #: _____

_____ (name of school) VOCATIONAL TECHNICAL SCHOOL WILL SPONSOR

A FIVE-DAY PHOTOGRAPHY WORKSHOP

_____ (name of school) Vocational Technical School is sponsoring a photography

workshop for all local high school annual staff members from 9:00 a.m. to 12:00 noon beginning Monday, July 19, through Friday, July 23. The cost of the course is $25.00 per person.

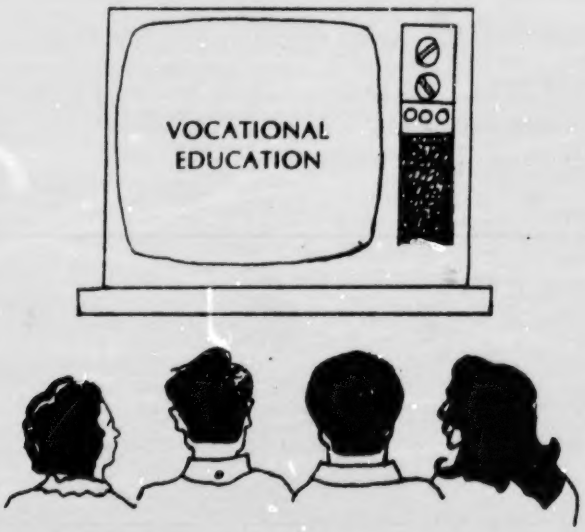
John Smith, a professional photographer and local manager of Smith Studios, will be the instructor for the five-day workshop.

Subjects to be covered in the workshop will be: the functions of a 35mm camera; analyzing pictures and exposures; processing 400 ASA black and white 36-exposure film in the dark room; printing of the film; critiquing photographs; and completing printing film.

For further information, contact _____, Dean of Instruction, at
name
_____ Vocational Technical School at _____.
name of school telephone number

Some possible events worthy of a news story:

Successful graduates
New technological equipment
Certificates - received or given
Awards to Advisory Board Members
American Vocational Association Week
Open house
Job placement
Field trips and visits to industry
Human interest stories of your students
Special programs
Visiting speakers or celebrities
Scholarships
Timely issues
New policies
Local contests
Graduation



Unquestionably, television is the dominant medium. It combines most of the advantages of sight, sound, immediacy, dramatization, and emotional involvement of the viewers as does no other medium. Television provides broad coverage, utilizes visual demonstration, and builds awareness through audience perception. It can do the job of informing your community and the general public of what your school or your specific program has to offer.

In order to receive television coverage, your information must be newsworthy, have a high degree of visibility, be important to the community, or have a poignant human interest angle. You must learn to package what you are doing into news or special events that television stations can use.

One strategy for receiving television coverage is to contact television news editors and producers and invite them to review your educational facility as a possible source of news stories.

Television coverage of vocational topics could focus on:

unique class projects;
community leaders supporting your school or your specific program;
unusual or outstanding guest speakers;
women or men enrolled in non-traditional roles;
largest graduating class;
the school or program with the highest enrollment;
the school or program with the highest rate of permanent job placement;
outstanding Advisory Board Member of the year;
the opening of a new vocational program;
most scholarships awarded to one specific program;
school with the most VICA contest winners;
outstanding successful graduate;
new technological training equipment;
special training seminars;
merits of vocational training;
industry and vocational education working together;
skilled workers for the future; or
learning tomorrows technology today.

Promoting the value and contributions of your school and your program to the community can be enhanced by organizing and scheduling a television public service announcement focusing on your program. Commercial time is generally short (30 seconds or 60 seconds) and, like radio spots, television cannot be used for long, complicated explanations - so be prepared, be succinct, and above all be enthusiastic!

RECOMMENDED REFERENCES AND RESOURCES

The following is a list of resources presented for the instructor who may want to pursue specific topics in more detail than has been possible in the manual. Also listed are some other sources of valuable information available to you.

A Model Plan for Promoting Vocational-Technical Education. West Virginia Department of Education, Bureau of Vocational, Technical, and Adult Education, Building 6, Room B-221, Charleston, West Virginia 25305.

A Public Relations Handbook for Vocational Education in Large Cities. The National Center for Research in Vocational Education, The Ohio State University, Columbus, Ohio 43210.

Advisory Councils: A Theoretical and Practical Guide for Program Planners. Jacquelyn M. Cole and Maurice F. Cole. Englewood Cliffs, New Jersey: Prentice-Hall, Inc.,1983.

Improving Relations with the Public. Louis W. Bender and Benjamin R. Wygal, eds. San Francisco, California: Jossey-Bass, 1977.

Involving the Community in Career Education. (Isenberg-Smith) No. 9, Center for Occupational Education, North Carolina State University, Raleigh, North Carolina 27607.

Jobs for Which Junior College, Technical Institute, or Other Specialized Training is Usually Required. U.S. Department of Labor, Bureau of Labor Statistics, Washington, D.C. 20210.

Material for Vocational Education Week and Other Promotional Activities. American Vocational Association, 2020 North 14th Street, Arlington, Virginia 22201.

Promote the Vocational Education Program. A Competency-Based Vocational Education Administrator Module, Module LT 58B-9, The National Center for Research in Vocational Education, The Ohio State University, 1960 Kenny Road, Columbus, Ohio 43210.

Promoting Vocational Education: A Public Relations Handbook for Vocation. American Vocational Association, 2020 North 14th Street, Arlington, Virginia 22201.

Resources in Vocational Education. The National Center for Research in Vocational Education, The Ohio State University, Columbus, Ohio 43210.

Speak Up With Confidence: How to Prepare, Learn, and Deliver Effective Speeches. Jack Valenti. New York, New York: Morrow Publishing Company, 1982.

Tapping Into Community Resources. VocEd, Journal of the American Vocational Association, April, 1983.

Television Production: Disciplines and Techniques, Second Edition. Thomas D. Barrows and Donald N. Wood. Dubuque, Iowa: Wm. C. Brown Publisher, 1982.

U.S. Department of Health, Education, and Welfare, Office of Education's "How-to" booklets. Washington, D.C. 20201.
*SERIES C — COMMUNICATING WITH THE PUBLIC
Booklet 1 - A Vocational School or Training Center Public Relations Primer
Booklet 2 - Help from Those In-the-Know
Booklet 3 - Planning A Successful Open House

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